

MERIT BOWLING  
LEGAL STATUS SHEET  
5/20/93  
(Job# M24540)

05/25/93  
14:08

ELEMENTS

LEGAL REQUIREMENTS/RECOMMENDED DISCLOSURES

I. BOWLING EVENT ELEMENTS

- |                                  |  |  |
|----------------------------------|--|--|
| . POSTER                         | . Presented by Merit cigarettes.   | . "See Front Desk for Rules".  |
|                                  | . T&N for Parent (if only that pack is shown).   | . Limited to smokers 21 years of age or older.   |
|                                  | . Warning Box (unless under 36 square inches).   | . Must be a member of the _____ league.  |
|                                  |  | . Enter by _____.  |
|                                  |  | . No purchase necessary.   |
| . BOWLING CENTER<br>COUNTER CARD | . Same as above.   | . Same as above.   |
| . BOWLING CENTER<br>BROCHURE     | . Same as above.<br>- Only T&N for entire Family is required<br>(Parent, MUL, Ultima). | . Same as above. If rules are printed on the piece, "SEE FRONT DESK FOR RULES" can be omitted. |

II. "FREE GAME OF BOWLING"  
OFFER ELEMENTS

- |                       |  |   |
|-----------------------|--|---|
| . RETAIL COUNTER CARD | . Offer language or indicate where the details are located with the language "LIMITED TO SMOKERS 21 YEARS OF AGE OR OLDER".<br><br>- T&N for Parent only if that is the only pack shown.<br><br>- Warning box (unless under 36 square inches). | . Branding needed. Please note that either there will have to be a way to have the tear pad image on the board underneath, or we will have to add the word Merit onto the counter card somewhere. |
|-----------------------|--|---|

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Janice/status

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ELEMENT	LEGAL REQUIREMENTS/RECOMMENDED DISCLOSURES
. RETAIL TEAR PAD*	. Same as above.
. PRINT ADVERTISEMENT	. Same as above.
. SELL SHEET	. Same as above (unless this is considered a trade piece).
III. <u>ELEMENTS WHICH TALK ABOUT EVENTS AND FREE GAME OFFER</u>	
. FSI	. Free game offer language. . Branding. . T&N . No purchase necessary to enter the Bowling Tournament. . Must be a member of _____ league to enter Bowling Tournament. . Warning box. . Where to find Bowling Event details if not included on FSI. . Limited to smokers 21 years of age or older. . Enter Bowling Tournament by _____.
. VENDING MACHINE STICKER	. Same as above . More explanation (i.e., take this sticker and UPC's from two packs of Merit up to the front desk.)

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\* Not needed if tear pad is permanently affixed to counter card.